

**HISTORIC LANDMARK COMMISSION
MARCH 26, 2012
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1982-0001-E
Larmour Block
914 Congress Avenue**

PROPOSAL

Awning signage and exterior paint.

PROJECT SPECIFICATIONS

The applicant proposes the installation of an awning shading the entire front of the building, containing signage for LavAzza, a new coffee house. The proposed awning overhangs the entry door and front windows of the building in a single block; on the panel of the red canvas awning will be the word "LavAzza"; the products sold by the new establishment are listed along the valance of the awning. In addition, the applicant proposes painting the wood elements of the building red rather than the current dark green.

STANDARDS FOR REVIEW

The Commission's Standards for Review of applications for signage include:

D. AWNING SIGNS

An awning sign may be woven, sewn, or painted onto the fabric of an awning. A panel sign painted or mounted on the edge of a rigid canopy also shall be considered an awning sign.

SIZE

- The maximum area of an awning sign may not exceed 20% of the awning panel, or 8 square feet, whichever is the lesser amount.

III. SIGN CONTENT AND DESIGN CONSIDERATIONS

- Use symbol signs when appropriate for the business.
- Use colors for the sign that are compatible with those of the building front. Limit the number of colors on the sign to no more than three (3).
- Use a simple sign design and typeface, and a style and size of lettering that will be compatible with the building front. Avoid sign types that appear too contemporary.

VI. GENERAL DESIGN CONSIDERATIONS

- Consider the building front as part of an overall sign program. Coordinate signage with the composition of the façade, including ornamental details. Signs should always appear to be in scale with the elements of the façade.
- Signs should be in proportion to the building and must not dominate the façade.
- Develop a master sign plan for the entire building front and coordinate signage for different businesses within the same building.
- Locate a sign on a building to emphasize design elements of the façade. In no case should a sign obscure architectural details or features.
- Mount signs to fit within existing architectural features. Signs should help reinforce the horizontal lines of moldings and transoms seen along the street.

- The total area of all sign faces on a façade module may not exceed 20 square feet.

COMMITTEE RECOMMENDATIONS

No specific recommendation, as the applicant was still exploring signage options.

STAFF RECOMMENDATION

Approve the Certificate of Appropriateness if:

- a. The size of the signage on the awning panel conforms to the sign guidelines specifying that awning signage should not exceed the lesser of 20% of the awning panel or 8 square feet. The applicant should submit the full dimensions of the awning signage to staff for administrative approval.
- b. The pitch of the awning is shallow enough so that it does not completely obscure the transom over the doorway.

Staff also recommends the approval of the repainting scheme, with the applicant furnishing a color sample to staff for approval.

